

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) A method of operating a content delivery system implemented by a server computer for distributing advertising content to ~~users of a plurality of personal computers including a first and a second personal computer~~, the method comprising:

collecting identification data from ~~a network~~ each of the plurality of personal computers via a network, wherein ~~each of the plurality of personal computers are configured to periodically receive and store advertisements~~ advertising content and display the advertising content while or before bootloading a user selected application environment;

receiving ~~the~~ an advertising content from an advertiser, the advertising content including a plurality of advertisements;

receiving preference data from each of the plurality of personal computers, wherein the preference data of the ~~first personal computer and the second personal computer~~ is ~~are~~ selected by ~~a first the-user of the first personal computer and a second user of the second personal computer, respectively;~~

selecting ~~the~~ a first advertisement from the advertising content ~~that is to be distributed to the first personal computer~~ [[s]] and a second advertisement from the advertising content to be distributed to the second personal computer, wherein the first and second advertisements are selected based upon the received preference data from the first and second personal computers, respectively, and the pre-determined conditions related to advertisement distribution;

formatting the ~~first and second advertisements~~ advertising content for storage and display in the ~~first and second personal computers, respectively,~~ while or before bootloading [[a]] the user selected application environment, wherein a time frame occurs while or before bootloading and is divided into a plurality of time slots; and

distributing, using the collected identification data, the formatted first and second advertisements ~~advertising content~~ to the first and second personal computers, respectively, wherein the first and second personal computers are configured to display the first and second

advertisements, respectively, during one of the plurality of time slots, the one of the plurality of time slots having been purchased by the advertiser; and
associating a fee with the advertiser for one of the distributed first or second
advertisements.

2. (Currently Amended) The method of Claim 1, wherein the identification data comprises a unique identifier that is associated with ~~each one~~ of the plurality of personal computers.

3. (Currently Amended) The method of Claim 1, wherein the identification data comprises an internet protocol address that is associated with each of the plurality of personal computers.

4. (Canceled)

5. (Currently Amended) The method of Claim 1, additionally comprising:
~~associating a fee with data representative of the advertiser; and~~
storing the fee in a storage device.

6. (Currently Amended) A content delivery system for distributing advertising data to a network of a plurality of personal computers, the content delivery system including a server computer, the server computer comprising:

an identification database comprising identification data, wherein the identification data uniquely identifies a computer or a user in the network of the plurality of personal computers;

an advertisement database comprising advertising data, wherein the advertising data is formatted for storage and display in the network of the plurality of personal computers while or before ~~the network of each of the plurality of~~ personal computers bootloads a selected application environment, and wherein the advertising data includes a plurality of advertisements;

a collection module for collecting the identification from the network of the plurality of personal computers and storing the collection information in the identification database;

a formatting module for formatting and storing the advertising advertisement data in the advertisement database, wherein the advertising data is formatted by the formatting module for

storage and display in the personal computers while or before bootloading [[a]] the user selected application environment, wherein a time frame occurs while or before bootloading and is divided into a plurality of time slots; and

a control module to:

receive preference data from each of the personal computers, wherein the preference data is selected by a respective the-user of each of the plurality of personal computers;

select a first advertisement from the advertising data ~~the advertisement content that is to~~ be distributed to one of the plurality of personal computers in the network of the plurality of personal computers based upon the received preference data from the one of the plurality of personal computers and the pre-determined conditions related to advertisement distribution; and

distribute the formatted ~~first advertisement~~ advertising data to the one of the plurality of network of personal computers via the network, wherein the one of the plurality of personal computers is configured to display the first advertisement, respectively, during one of the plurality of time slots, the one of the plurality of time slots having been purchased by the advertiser; and

associate a fee with the advertiser for the distributed first advertisement.

7. (Currently Amended) The system of Claim 1, wherein the identification data comprises a unique identifier that is associated with ~~each one~~ of the plurality of personal computers.

8. (Currently Amended) The system of Claim 1, wherein the identification data comprises an internet protocol address associated with each of the plurality of personal computers.

9. (Currently Amended).

10. (Canceled).